

**Add the following Abstract:**

**ABSTRACT**

The invention relates to a rod-type expulsion capsule for solid or pasty materials and for liquid containers. Said capsule comprises a tubular capsule element for receiving the material or the liquid container, a rotating part, a slide which is displaceably positioned in the capsule element, can be displaced by means of the rotating part in the longitudinal direction of the capsule element, and is connected to the material or to the liquid container, and a closing cap which can be used to close an opening of the capsule element. The aim of the invention is to create a rod-type expulsion capsule which can be adapted, in a simple and economical manner, to a plurality of customer requirements in terms of the design thereof and the arrangement of advertising messages or other information, and especially enables the use of a large variety of elements increasing the effectiveness of the advertising. To this end, an application element (9) is arranged on the rotating part (4) or the closing cap (5) and is connected to the rotating element (4) and/or the closing cap (5) in a fixed manner, especially glued and/or engaged.